



NRI INSTITUTE OF TECHNOLOGY

Autonomous Institution, Approved by AICTE, Permanently Affiliated to JNTUK, Kakinada

(Accredited by NAAC with "A" Grade and ISO 9001:2015 Certified Institute)

Pothavarappadu (V), Via Nunna, Agiripalli (M), PIN-521 212.

Ph : 0866 – 2469666 Website : nrigroupofcolleges.com

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

COURSE STRUCTURE

For

MBA (Regular)

(Applicable for batches admitted from 2019-2020)

NR1A18



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Course Structure for MBA

Applicable for the students of MBA (Regular) from the Academic Year 2019-20

I MBA I SEMESTER

Subject	Title	Contact Hrs		Marks			Credits
		L+T	P	I	E	T	
18MB01	PRINCIPLES OF MANAGEMENT	4		40	60	100	3
18MB02	MANAGERIAL ECONOMICS	4		40	60	100	3
18MB03	ACCOUNTING FOR MANAGERS	4+1		40	60	100	3
18MB04	MANAGERIAL COMMUNICATION & SOFT SKILLS	4		40	60	100	3
18MB05	BUSINESS ENVIRONMENT	4		40	60	100	3
18MB06	QUANTITATIVE TECHNIQUES FOR BUSINESS DECISION	4+1		40	60	100	3
18MBL1	IT – LAB		4	40	60	100	3

I MBA II SEMESTER

Subject	Title	Contact Hrs		Marks			Credits
		L+T	P	I	E	T	
18MB07	FINANCIAL MANAGEMENT	4+1		40	60	100	3
18MB08	HUMAN RESOURCE MANAGEMENT	4		40	60	100	3
18MB09	MARKETING MANAGEMENT	4		40	60	100	3
18MB10	PRODUCTION AND OPERATIONS MANAGEMENT	4		40	60	100	3
18MB11	BUSINESS RESEARCH METHODS	4+1		40	60	100	3
18MB12	ORGANIZATIONAL BEHAVIOR	4		40	60	100	3
18MBMP	MINI PROJECT * SEMINAR ON MINI PROJECT		4	50 50		100	2 2

***Mini Project Report:**

The student should do Mini Project under the guidance of Internal Faculty and submit the report before the completion of II Semester End Examinations.

Note:



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Electives: The student has to choose any **ONE** Specialization from the following areas in the beginning of III Semester.

II MBA III SEMESTER

Subject	Title	Contact Hrs		Marks			Credits
		L+T	P	I	E	T	
18MB13	Strategic Management	4		40	60	100	3
18MB14	Legal Aspects of Business	4		40	60	100	3
18MB15	Business Ethics & Corporate Governance	4		40	60	100	3
HR							
18MBH1	Leadership Management	4		40	60	100	3
18MBH2	Compensation and Reward Management	4		40	60	100	3
18MBH3	Performance Management	4		40	60	100	3
18MBH4	Strategic Human Resource Management	4		40	60	100	3
FINANCE							
18MBF1	Security Analysis & Portfolio Management	4		40	60	100	3
18MBF2	Banking and Insurance Management	4		40	60	100	3
18MBF3	Advance Management Accounting	4		40	60	100	3
18MBF4	Strategic Financial Management	4		40	60	100	3
MARKETING							
18MBM1	Consumer Behavior	4		40	60	100	3
18MBM2	Retail Management	4		40	60	100	3
18MBM3	Customer Relationship Management	4		40	60	100	3
18MBM4	Strategic Marketing Management	4		40	60	100	3
SYSTEMS							
18MBS1	E-Business	4		40	60	100	3
18MBS2	RDBMS	4		40	60	100	3
18MBS3	Web Designing	4		40	60	100	3
18MBS4	System Analysis & Design	4		40	60	100	3



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II MBA IV SEMESTER

Subject	Title	Contact Hrs		Marks			Credits
		L+T	P	I	E	T	
18MB16	Logistic and Supply Chain Management	4		40	60	100	3
18MB17	Entrepreneurship Development	4		40	60	100	3
HR							
18MBH5	Organizational Development & Change Management	4		40	60	100	3
18MBH6	Global HRM	4		40	60	100	3
18MBH7	Labor Welfare & Legislation	4		40	60	100	3
18MBH8	Management of Industrial Relations	4		40	60	100	3
FINANCE							
18MBF5	Financial Markets and Services	4		40	60	100	3
18MBF6	Global Financial Management	4		40	60	100	3
18MBF7	Risk Management	4		40	60	100	3
18MBF8	Tax Management	4		40	60	100	3
MARKETING							
18MBM5	Services Marketing	4		40	60	100	3
18MBM6	Promotional Distribution Management	4		40	60	100	3
18MBM7	Global Marketing Management	4		40	60	100	3
18MBM8	Supply Chain Management	4		40	60	100	3
SYSTEMS							
18MBS5	Business Intelligence	4		40	60	100	3
18MBS6	Enterprise Resource Planning	4		40	60	100	3
18MBS7	Cyber Laws & Security	4		40	60	100	3
18MBS8	Information Systems Audit	4		40	60	100	3
18MBPW	Major Project & Comprehensive Viva			Grade	8
TOTAL MARKS/CREDITS						2700	90



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